

Gauri Nanda, 34

Product Designer, USA



If you're Indian-American and female at MIT, you're going to stand out. But Gauri Nanda, who studied there from 2003 to 2005 stood out for a different reason: she wore high heels to class. "I was raised to believe that I could do whatever I wanted," explains Nanda from New York. It explains why, when the Michigan-born designer found people were interested in a concept alarm clock she had created for a class project, she decided to market it herself. Nanda Home now sells various versions of Clocky, a wheel-mounted alarm that runs away when it rings, forcing a sleepy user to get out of bed to turn it off. She's also helped launch **Toyemail, Wi-Fi-enabled toys that let kids and loved ones from abroad keep in touch.**

Is it harder to be an Indian American or a woman when you are an entrepreneur? It's harder to be a woman. I was lucky that my family put their money into Nanda Home, and I was able to keep everything pretty low in terms of funding. **The best thing about being of**



Indian origin?

Exposure to a diverse culture.

What drives you when designing products?

I approach a problem that's emotional in a way, and always want to create playful and fun products that are different from what you see in the market.

- Mignonne Dsouza



Imran Amed, 38

Fashion Media Entrepreneur, UK

Imran Amed was always interested in fashion; not the designs or the designers but the business of it all. So in 2006, he set up a blog devoted to exactly that. Today, BoF (Business of Fashion), is a byword for fashionistas, with a reader base of "one and a half million fashion nerds". Last year, the Calgary-born blogger received investor funding to turn BoF into a website offering fashion news and analysis. He hired an office and team, and now gives it his "full-time focus".

That's quite a journey for this son of Indian parents (who came to Canada via east Africa).

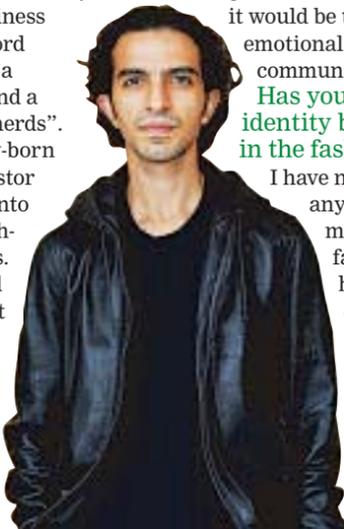
How do you turn a blog into a successful business?

There's a long journey ahead of us. But if I were to name factors that gave investors confidence it would be that BoF has an emotional connect with its community.

Has your cultural identity been a problem in the fashion world?

I have never felt that anyone has dismissed me. But the fashion industry has a distinct culture, and I'm respectful of it. I didn't start this to make money. I'm fortunate it's all turned out well.

- Mignonne Dsouza



JANUARY 26, 2014 hindustantimes BRUNCH

DHABA

दबा

BY CLARIDGES



HIGHWAY CROSS KARTE
LEFT RIGHT DEKHA
DHABA BY CLARIDGES PE
KHUL GAYA HAI THERA

DLF PLACE, SAKET - CYBER HUB, GURGAON



www.dhababyclaridges.com

